

BORANG FRGS – P3(R)



FINAL REPORT FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS)

Laporan Akhir Skim Geran Penyelidikan Asas (FRGS) IPT
Pindaan 1/2010

A RESEARCH TITLE : Online Recommendation Systems: The Potential and Possibilities of Word-of-Mouth on the Internet
Tajuk Penyelidikan

PROJECT LEADER : Associate Professor T. Ramayah
Ketua Projek

PROJECT MEMBERS : 1. Jasmine Yeap Ai Leen
(including GRA) 2. Joshua Ignatius
Ahli Projek

PROJECT ACHIEVEMENT (*Prestasi Projek*)

B

ACHIEVEMENT PERCENTAGE

Project progress according to milestones achieved up to this period	0 - 50%	51 - 75%	76 - 100%
Percentage			100%

RESEARCH OUTPUT

Number of articles/ manuscripts/ books (Please attach the First Page of Publication)	Indexed Journal	Non-Indexed Journal
		1
Conference Proceeding (Please attach the First Page of Publication)	International	National
	-	-
Intellectual Property (Please specify)	-	

HUMAN CAPITAL DEVELOPMENT

Human Capital	Number				Others (please specify)
	On-going		Graduated		
Citizen	Malaysian	Non Malaysian	Malaysian	Non Malaysian	An undergraduate student looked at the word-of- mouth in online shopping.
PhD Student					
Master Student					
Undergraduate Student			1		
Total			1		

RESEARCH ABSTRACT – Not More Than 200 Words (*Abstrak Penyelidikan – Tidak Melebihi 200 patah perkataan*)

- G In recent years, the unprecedented growth in web technology has enabled web users to attain a more active role in communicating via the Internet. Not only can web users obtain information through the Internet, they can now also post information online. As a result, consumers' electronic word-of-mouth (eWOM) communication can be easily disseminated through Web 2.0 applications such as online discussion forums, electronic bulletin board systems, newsgroups, blogs, review sites, and social networking sites. In light of the many Web 2.0 applications available on the internet, we aim to uncover the most preferred channel (platform) of eWOM as well as to examine the criteria that form an effective eWOM channel (platform). Movie reviews were chosen as the research context with emphasis on 4 types of Web 2.0 applications namely blogs, online user review sites, social networking sites and instant messaging (microblogging) sites. Using the Fuzzy Analytic Hierarchy Process (AHP) method, the eWOM in these 4 sites was evaluated according to 2 factors: information quality and source credibility. Results revealed that in comparison to information quality, source credibility was perceived to possess greater importance with user review sites, making it the most preferred Web 2.0 medium.